

**2010 Passat
Passat Wagon**



Das Auto.



All around the world, it's

Did you know that a Volkswagen was named the 2009 World Car of the Year?^{*} Or that Volkswagen has ESP[®] standard on all 2010 vehicles? Or that we provide a Carefree Maintenance[™] Program^{**} on all our 2010 cars? Or that we were the first to make clean diesel available in all 50 states? Or that we have more autos with 25 highway mpg or better than any other brand?[†] And that we have more cars and SUVs named 2009 IIHS Top Safety Picks than Volvo?^{††} How about that right now, the VW forest is growing in Louisiana thanks to the Volkswagen Carbon Neutral Project—the first US carbon offsetting program initiated by a car manufacturer? There may be a lot you don't know about Volkswagen. In the pages to come, you'll learn about the cars for everyone, that only a few will be lucky enough to experience—the Volkswagen Passat and Passat Wagon.

What will we do first, next?



^{*}The 2009 Volkswagen Golf was awarded "2009 World Car of the Year" by World Car of the Year Awards. See www.wcoty.com for details. ^{**}The Volkswagen Carefree Maintenance Program covers the vehicle's scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. See dealer or vehicle maintenance program booklet for details. [†]Based on MY09 highway EPA estimates for all car brands. Your mileage will vary. ^{††}Top Safety Pick[™] based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features.

what the people want.



Candy White, Sport Styling Kit, 18" Velos Titanium Wheels

Exclusivity has never been so inclusive.

And now, the 2010 Volkswagen Passat, the car for the people who take special pride in being the only one on the block with German engineering, European styling, and a stout sense of individualism. Uniquely bred and spec'd on Germany's legendary Nürburgring, the Passat boasts features and engineering found in few other autos around the world. A Top Safety Pick* with top luxury features.** It's what the people want.

**You don't see an auto like this
come around too often.**



**Top Safety Pick* based on 31mph side-impact crash test, 40mph frontal-offset crash test, 20mph rear-impact test, and the availability of ESC. Test performed by the Insurance Institute for Highway Safety. For details, visit www.iihs.org. See vw.com for more information on safety features. **Passat offers a brake disc wipe feature, electronic parking brake with auto hold, and a push-start key fob.



Deep Black Metallic, Hi-Def Body Kit, 18" Velos Titanium Wheels



People to the power.

The Passat comes with a 200hp, 4-cylinder, 2.0L TSI engine that apportions just the right amount of power off the line as it does in motion. It's sporty efficient. And efficiently sporty. It comes standard with the race-inspired 6-speed DSG® transmission—the hallmark 2-clutch system that shifts gears quicker than you can say “whoa.”

TSI direct-injection technology also makes the Passat ultra-efficient by aiding in fuel economy, emissions control, and responsiveness, all at the same time. Pumping fuel directly into the combustion chamber equals less waste and less lag time. That means lower emissions, higher MPG, and more power.* It's a win, win, win scenario.

Okay, now I have
horsepower envy.



*22 city/31 highway mpg (2.0L DSG, automatic). EPA estimates. Your mileage will vary.

The people want safety standards to be standard.

The Passat comes standard with 40 safety features that make up the Prevent and Preserve Safety System. The features work in harmony to both help you avoid a crash, and protect you if a crash is unavoidable. And we are constantly updating it, because when it comes to safety, there's always room for improvement.

The people want their car to know what they're thinking.

The National Highway Traffic Safety Administration mandates that electronic stability control be included on all vehicles by 2012. So we figured we'd get a head start by making ESP (Electronic Stabilization Program) standard on every 2010 Volkswagen. It helps the driver stay the intended course by detecting slick and slippery road conditions, and kicking in corrective forces. ESP is most effective when the driver is taking evasive action during sudden maneuvers, like when avoiding a crash.

I have a sense of humor about a lot of things. Safety isn't one of them.



Safety just got safetyer.

Electromechanical Power Steering System

Passat has variable power steering, which means you'll get a consistent response, no matter how fast (or slowly) you're driving. It also helps bring the wheel back to center quickly on turns. Plus it doesn't use steering fluid, so it is a completely sustainable solution. Which makes it a better solution for the environment, too.

Dual Front and Side Airbags*

Can deploy within 5 hundredths of a second.

Anti-Slip Regulation (ASR)

Helps keep the front wheels from spinning during acceleration.

Engine Braking Control (EBC)

Modulates engine-braking torque to help slow you down safely.

Electronic Brake-pressure Distribution (EBD)

Senses exactly how your Passat is braking, then applies just the right amount of braking power to each individual wheel as needed. So if you're ever forced to slam on the brakes, there's a better chance you'll stay straight. And in your lane.

Lower Anchors and Tethers for CHildren (LATCH)

A standardized child-safety seat system.

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age.

LED Technology

The rear brake lights are all illuminated using Light Emitting Diodes that light up instantly and shine brighter, to help keep your backside optimally visible and out of harm's way. Plus they use less power, for a significantly longer lifespan than traditional bulbs.

Auto Hold

Engages the brakes when you're on an incline, so you can feel good knowing your Passat stays put, no matter how steep your parking space.

Side Curtain Protection®*

Airbags deploy down the roofline from the A-pillar to the C-pillar, to help reduce head and upper torso injury in the event of side impact.



Deep Black Metallic, Sport Styling Kit, 18" Velos Titanium Wheels

It's what's on the inside that counts.

The Passat comfortably surrounds its driver and 4 passengers with some of the finest interior materials and amenities you can find, all at a price that'll make you feel like you got away with something. The 12-way power seat positions the driver perfectly for the road ahead. There's also an MP3 AUX-in jack,* a rocksome touchscreen Premium VIII radio, an introductory 6-month SIRIUS® Satellite Radio subscription, and 3 power outlets to keep all your gadgetry properly juiced. Control is at your fingertips with a multi-function steering wheel to control your music and optional navigation system. For rainy days, an umbrella holder, as well as ultimate connectivity with standard Bluetooth® technology. For sunny days, a sunroof. For leftover sushi days, an air-conditioned glovebox. Plus push-start ignition, 60/40 split rear seats, and a driver's side glovebox. Which are all useful, no matter what day it is.



SIRIUS
SATELLITE RADIO

*Requires optional cables.







You know where you've been. The Passat knows where you're going.

Standard on the Passat is Volkswagen's touchscreen Premium VIII radio with 8 speakers, an in-dash, 6-disc CD changer (with MP3 and WMA compatibility), an SD Memory Card reader, and a generous dose of audio love. An optional Media Device Interface (MDI) with iPod® cable lets you plug in anything from your favorite MP3 player to an electric guitar.*

The joy of driving mingles with the joy of getting there with Passat's optional state-of-the-art touchscreen navigation and entertainment system. The user-friendly unit combines a sophisticated radio with precise touchscreen navigation and an easy-to-read 6.5-inch monitor. A 30GB hard drive stores map data and audio files that can be brought into the device via an integrated SD card slot. The optical drive is capable of playing back most CD, DVD, and DVD audio formats. The plug-and-play MDI lets you link up with just about any MP3 or USB device.*

Also included are 6 introductory months of SIRIUS Satellite Radio with 100% commercial-free music, plus the best in sports, news, talk, and entertainment, and 3 introductory months of SIRIUS Traffic™ delivering real-time traffic data into the optional navigation system.

And you'll connect yourself completely with the standard Bluetooth Hands-Free Calling system with voice control, with cutting-edge features like phonebook import and touchscreen operation via the optional navigation system.



*Requires optional cables.

SIRIUS
SATELLITE RADIO



The Passat with a little more.

The Passat Wagon is loaded with all the same features as the Sedan, plus it sports a whopping 61.8 cubic feet of cargo space with the rear seat folded. The Wagon version has the same well-crafted interior trim, plus a heaping helping of extra space in the back, thanks to the 5th power rear hatch door and adjustable cargo area. Between the Passat and the Passat Wagon, there are no limits to what this Volkswagen can do.



Passat Wagon, Island Gray Metallic, 17" Akiros Wheels

**Some extra cargo room to go
with your car-go-vroom. Get it?**





Candy White, Sport Styling Kit, 18" Velos Titanium Wheels



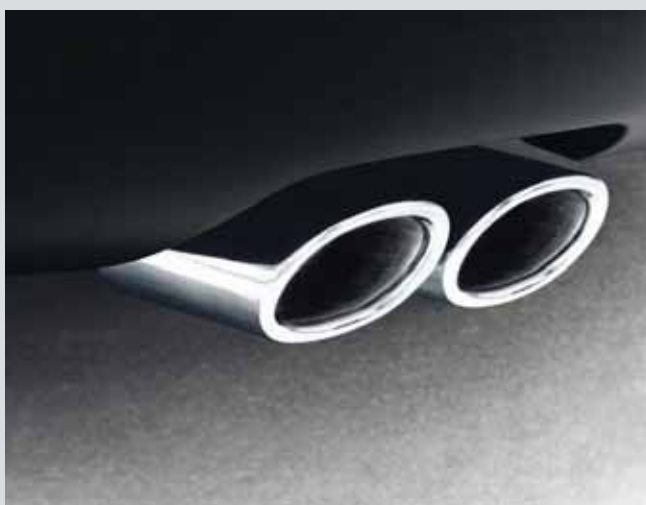
German engineering for the inside, outside, and everywhere in between.

Owning a Passat is a rare opportunity. They're special like that. And to further ensure you never see another Passat on the road quite like yours, we're proud to offer options to make your Passat even more you.

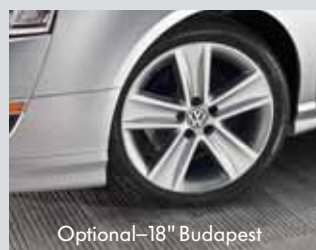
A variety of roof rack options let you carry just about anything you can imagine up top. Start with the Base Carrier Bars, and then add on the Kayak Rack, Barracuda® Bike Holder, Ski/Snowboard Rack Deluxe, or even the Fork Mount Bike Holder.*

And upgrade your exterior with optional 18" Budapest wheels, 17" accessory Akiros wheels, or 18" Velos wheels in Silver or striking Titanium. You can even drop your profile and boost your sportiness with sport springs and a body kit. Or show off your Passat's dark side with the Hi-Def body kit. Then there's the icing on the strudel: dual exhaust tips that let the other drivers at the stoplight know you're not to be trifled with.

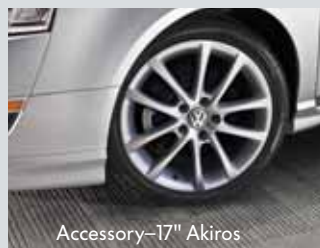
VW gear for VW gearheads: drivergear.vw.com



Standard-17" Le Mans



Optional-18" Budapest



Accessory-17" Akiros



Accessory-18" Velos Titanium

*Roof rack attachments must be used with base carrier bars.

You're in the driver's seat in this driver's seat.

Choosing a Passat tells the world you know a thing or two about German engineering. Settling into the cockpit of a Passat tells even more. Here you'll find ergonomically designed controls, high-quality materials and a remarkable fit and finish. A heatable 12-way power seat is available to the driver. Next, you can express yourself by selecting Black, Cornsilk Beige, or Classic Gray for your durable V-Text leatherette seating surfaces. Get yourself into a Passat Wagon, and you've got even more of a good thing.

Now that's what I call
inside information.



Black



Cornsilk Beige



Classic Gray





Exterior colors



Candy White



Reflex Silver Metallic



Island Gray Metallic



White Gold Metallic



Deep Black Metallic



Mocha Anthracite Metallic



Standard Features

Sedan

Includes: 2.0L, 200hp, TSI engine; 17" Le Mans alloy wheels with all-season tires; Climatic manual climate control; Leather multi-function steering wheel; 12-way power driver's seat with 8-way manual passenger seat; Heatable front seats and heated washer nozzles; Touchscreen Premium VIII radio system with 8 speakers, built-in MP3 and WMA compatible, 6-disc CD changer, SD Memory Card reader, AUX-in for portable audio players, and 6-month free SIRIUS Satellite Radio trial service; Bluetooth with voice control; Fog lights; Power electric slide/tilt sunroof; V-Tex leatherette seating surfaces; Center armrest; Rear armrest with pass-through, storage tray and 2 cupholders; Electric parking brake with Hill Hold Control; Electronic Stabilization Program (ESP); Anti-lock Brake System (ABS) with front and rear disc brakes; Anti-Slip Regulation (ASR); Tire Pressure Monitoring System (TPMS).

Wagon

Includes all Sedan features, plus: Power opening hatch; Rear side sunshades; Chrome roof rails.

With over 130 channels, SIRIUS Satellite Radio brings you more of what you love. Get 69 channels of 100% commercial-free music, plus all your favorite sports, news, talk, and entertainment. Everything worth listening to is now on SIRIUS.



Reflex Silver Metallic, Sport Styling Kit, 18" Velos Titanium Wheels

Specification overview

Sedan Wagon

Exterior

Body	Fully galvanized sheet metal	S	S
Glass	Tinted glass	S	S
Lights	Halogen headlamps with clear, lightweight, chip-resistant polycarbonate lenses and Daytime Running Lights (DRL)	S	S
	LED technology for rear marker, brake, and turn signal lights	S	S
	Halogen reflector lens fog lights, integrated into front bumper	S	S
Mirrors	Power exterior rearview mirrors, heatable with turn signals	S	S
Moldings/Panels	Chrome accents for exterior side window frames, bumpers, and side moldings	S	S
Roof	Power glass sunroof with tilt, slide, tinted glass, manual sunshade and pinch protection	S	S
	Chrome roof rails	-	S
Special Features	Rear hatch, power opening	-	S
Wheels	Tire Pressure Monitoring System (TPMS)	S	S
	17" alloy wheels with anti-theft wheel locks	S	S
	18" alloy wheels with anti-theft wheel locks	O	O
Wipers	Windshield wipers, variable intermittent	S	S
	Heated windshield washer nozzles, front	S	S

Interior

Air Conditioning	Climatic manual climate control with pollen filter	S	S
Alarm/Anti-Theft	Anti-theft vehicle alarm system for doors, hood, trunk, and radio; Starter interrupt, with Autolock function and with audible and visual activation	S	S
	Immobilizer III theft-deterrent system	S	S
Audio	Touchscreen Premium VIII radio with MP3 compatible, in-dash, 6-disc CD changer, AUX-in for external audio source, and 8 speakers	S	S
	SIRIUS Satellite Radio with introductory 6-month service	S	S
	Bluetooth Hands-Free Calling with voice control	S	S
	Media Device Interface (MDI) with iPod cable	O	O
Cruise Control	Cruise control	S	S
Defroster	Electric rear window defroster and electric side mirror defroster/defogger	S	S
Instrument Cluster	Speedometer, tachometer, odometer, trip odometer, fuel gauge, coolant temperature, clock, and outside temperature	S	S
	Multi-function trip computer featuring compass, trip time, trip length, average trip speed, average trip fuel consumption, current fuel consumption, miles to empty, radio station display, and personalizing function	S	S
Keys	2 radio-frequency remote transmitter key fobs with lock, unlock, rear trunk release, panic button for central locking, and selectable access valet key feature	S	S
Lighter/Outlets	(3) 12V power outlets; 1 in front center console, 1 in rear center console and 1 in cargo area	S	S
Lighting	Dual front and rear reading lights	S	S
Locks	Automatic locking feature, doors lock when vehicle reaches 8mph; Doors unlock automatically upon airbag deployment	S	S
	Child-safety rear door locks	S	S
Mirrors	Driver's and front passenger visor vanity mirrors, illuminated with covers	S	S
Restraint Systems	Driver's and passenger front and side thorax airbag supplemental restraint system*	S	S
	Side Curtain Protection head airbags, front and rear*	S	S
	Rear side thorax airbag supplemental restraint system*	O	O
	3-point safety belts, all 5 seating positions, including pre-tensioners for front seats.	S	S
	Height-adjustable for driver and front passenger	S	S
	Optimized front head restraints	S	S
	LATCH (Lower Anchors and Tethers for CHildren) child seat anchor points	S	S

Interior

Restraint Systems (Cont.)	Interlock feature, center rear safety belt cannot be extended unless seat back is in fully locked position	S	S
Seating, Front	12-way power adjustable driver's comfort seat, including 4-way power adjustable lumbar support; 8-way manually adjustable front passenger seat	S	S
	Heatable front seats	S	S
Seating, Rear	60/40 split-folding rear seat	S	S
	Rear seat head restraints, height-adjustable	S	S
Special Features	Navigation and Entertainment System "RNS-510" with 6.5" color touchscreen in center console. Includes 3-month trial SIRIUS Traffic and 6-month trial SIRIUS Satellite Radio. Built-in SD card slot allows for transferring pre-stored destinations and music from PC onto the built-in 30GB hard disk. Generic AUX-in jack for media players and iPod interface "MDI"	O	O
	Parking brake, electronic, button mounted in dash	S	S
	Parking brake, auto hold start-off assistance	S	S
Steering Wheel	3-spoke, leather-wrapped, multi-function steering wheel, height-adjustable with telescopic steering column	S	S
	Steering wheel deformable upon impact	S	S
Storage	Center front armrest with integrated storage box	S	S
	4 cupholders, 2 front and 2 rear	S	S
	Glovebox, lockable and illuminated upon opening, with adjustable cooling feature	S	S
Sunshades	Rear side sunshades, manually operated	-	S
Upholstery	V-Text leatherette seating surfaces	S	S
Windows	Power windows with pinch protection; Front windows with automatic 1-touch feature, operable from driver's side only	S	S

Technical

Brakes	Power-assisted, front vented disc brakes (312mm); Rear solid disc brakes (286mm)	S	S
Engine	2.0L TSI, 16-valve, DOHC, in-line 4-cylinder turbocharged engine with intercooler and direct fuel injection, 200hp, 207lbs-ft of torque	S	S
Steering	Electromechanical power steering system with variable assistance and active return	S	S
Suspension	Independent suspension with front MacPherson struts and rear fully independent 4-link suspension	S	S
Traction Control	Anti-lock Brake System (ABS) and Anti-Slip Regulation (ASR) with Electronic Brake-pressure Distribution (EBD)	S	S
	Electronic Stabilization Program (ESP) with brake assist and disc wipe feature	S	S
	Electronic Differential Lock (EDL)	S	S
Transmission	6-speed DSG transmission with Tiptronic®	S	S
Warranty	12-year/unlimited mileage Limited Warranty Against Corrosion Perforation	S	S
	5-year/60,000-mile (whichever occurs first), Powertrain Limited Warranty	S	S
	3-year/36,000-mile (whichever occurs first), New Vehicle Limited Warranty	S	S
Roadside Assistance†	3-year/36,000-mile (whichever occurs first)	S	S

Dimensions	Passat Sedan	Passat Wagon
Wheelbase	106.6 inches (2,709 mm)	106.6 inches (2,709 mm)
Length	187.6 inches (4,765 mm)	187.9 inches (4,774 mm)
Width	71.6 inches (1,820 mm)	71.6 inches (1,820 mm)
Height	57.4 inches (1,472 mm)	59.7 inches (1,517 mm)

S Standard, at no additional charge O Option, at additional charge – Not Available

*Airbags are supplemental restraints only and will not deploy under all crash circumstances. Always use safety belts and seat children only in the rear, using restraint systems appropriate for their size and age. †Roadside assistance provided by Cross Country Automotive Services.

The Volkswagen Carefree Maintenance Program.*

Volkswagen is proud to offer 3 years or 36,000 miles of no-charge scheduled maintenance on the 2010 Passat and Passat Wagon. The program includes oil and filter changes, brake checks, fluid checks, tire rotation, and airbag checks, just to name a few.



*The Volkswagen Carefree Maintenance Program covers the Passat's 10K, 20K, and 30K scheduled maintenance intervals for 3 years or 36,000 miles, whichever occurs first. Coverage is during the term of the new vehicle limited warranty, at no additional charge. Some limitations apply. Does not include routine wear and tear on parts such as brakes, tires, wiper blades, light bulbs, etc. See dealer or vehicle maintenance program booklet for details.



Passat Wagon, Island Gray Metallic, 17" Akros Wheels



The Carbon Neutral Project is a partnership with Carbonfund.org, designed to start addressing the issue of carbon emissions. With their help, we'll be making it easy for anyone who owns a Volkswagen to determine their vehicle's carbon output and take action towards offsetting it. So far, the VW community has planted over 300,000 trees and offset 419,343 tons of carbon. And that's just the beginning. Learn more at vw.com.



vw.com

The ideas in this book are new. The paper, however, is recycled. Please remember to recycle. The book. Not the ideas in it. Thanks.



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